

Boxoffice Score All-Time High

Eagle-Lion Films Has Strong Sked

Thirty-five feature films from the combined studios of the J. Arthur Rank Organization will be released for the 1947-48 season by Eagle-Lion Films of Canada, it was announced by Frank Fisher, general manager. Six are in Technicolor

(Continued on Page 19)

Quebec Allied In Annual Meeting

Removal of the 20 per cent federal amusement tax was asked at the annual meeting of the Quebec Allied Theatrical Industries, held at the Mount Royal Hotel, Montreal, last week. Exhibitors of every category came from many places in the province

(Continued on Page 19)

Grand Gross Up Over \$4 Million In 1946; 154 More Theatres

The year 1946 was a record one for the Canadian motion picture industry in receipts, paid admissions and the number of theatres operated. The total gross received at Canada's 1,477 theatre boxoffices was \$59,793,215, while the number of paid admissions amounted to 227,425,905. Amusement taxes from all sources come to \$15,024,547.

Harry Cohen Heads RKO Saint John

Successor to Herman H. McArthur as Saint John branch manager for RKO is Harry Cohen, formerly a salesman in Montreal, it was announced by Robert Mochrie, vice-president and general sales chief.

Cohen, from Winnipeg, joined the Toronto branch over five years ago and a year later left ad sales to be a booker in Montreal. McArthur, an industry old-timer, remains in the branch in other capacities.

The new manager is a well-liked lad in the trade and should be a popular choice.

During the year there were 154 more theatres in operation than in 1945, while receipts increased by \$4,362,504 and admissions by 11,852,538. The gain in amusement taxes amounted to \$969,526.

The number of licensed places where motion pictures were exhibited, according to provinces, (Continued on Page 3)

Joe Belinsky Dead

Joe Belinsky, manager of the Imperial, Sarnia, Ont., died after a car crash last week.

Myer Herschorn Passes In Hfx.

Myer Herschorn, vice-president of Franklin & Herschorn Theatre Company, Limited and a pioneer of the industry in the Maritimes, passed away recently in Halifax at the age of 66 after a lingering illness. He was a partner in the Nova Scotia and New Brunswick

(Continued on Page 18)

Kay Guides New Booking Setup

Harold Kay has resigned as Toronto branch representative of Eagle-Lion Films of Canada to act as manager and buyer for the National Booking Company, formed in conjunction with Sam Fingold and Ralph Dale. At present the offices are on the eighth

(Continued on Page 18)

New Policy Changes Franchise Deals

New administrative policy of the Foreign Exchange Control Board will stop the prepayment of funds in the character of royalties or rentals to persons or companies outside Canada and such obligations must be met only from the earnings of the commodities involved.

The policy prevents Canadian Independent distributors and franchise holders from paying USA owners of films flat sums in whole or part payment in advance for Dominion exhibition rights, a common practice until now.

Formerly advance or down (Continued on Page 3)

Christie To Odeon

Christie Theatre, Toronto, for years operated by B & F, becomes an Odeon unit on November 17th.

Need Fresh Outlook Nat Taylor Says

A new outlook was required of the persons responsible for the management of theatres today, one as fresh as the physical character of the newest motion picture houses and as different as the exhibition field is now when compared

with the war and pre-war period, N. A. Taylor, president of Twentieth Century Theatres, said in Toronto last week. The coming of drive-ins, roadshow attractions and new comfort and services had altered the picture of things in the mind of the patron, and it remained for those in closest touch with the public, managers (Continued on Page 2)

Norman Allen Quits

After 15 years with Associated Theatres and Odeon Theatres Norman Allen, well-known booker, has resigned.

ELECT VARIETY BOARD

Election of the executive board for the next term featured the regular meeting of Tent 28, Toronto, Variety International.

Those chosen as canvassmen for the Canadian Tent, which now has a membership of over 200, were Barkers Jack Cooke, Jack Chisholm, Ralph Dale, John J. Fitzgibbons, Ben Freedman, Ben Geldsaler, Dave Griesdorf, Haskell Masters, Doug Rosen, Morris Stein and Hye Bossin.

The new board will meet shortly to elect officers.

Chief Barker John J. Fitzgibbons presided over the meeting, with Haskell Masters acting as chairman during the election discussion.

During the evening final reports on the recent premiere were heard and projects for adding to the building fund for a vocational guidance school were reported.

The first BIG one to come from EAGLE-LION (Hollywood)
Joan LESLIE — Louis HAYWARD — 'REPEAT PERFORMANCE'
Thru INTERNATIONAL FILM DISTRIBUTORS Limited



N. A. TAYLOR

Head of Twentieth Century Theatres, who presided over the two-day convention of the Ontario circuit, Canada's third largest.

'Crime Crushers'

"Crime Crushers" will be the next in Monogram's Bowery Boys' series.

Foto-Nite

WELCOMES

NEW ACCOUNTS

Laurier, Hull, Que.
 Francais, Ottawa, Ont.
 Palace, Arvida, Que.
 Capitol, Listowel, Ont.
 Rex, Sherbrooke, Que.
 Beam, Beamsville, Ont.
 Cine, West Matane, Que.
 Norgan, Palmerston, Ont.
 Louise, St. Rose, Que.
 Opera House, Coaticooke, Que.
 Passe Temps, Joliette, Que.

USE FOTO-NITE TO
 INCREASE YOUR
 BOX OFFICE RECEIPTS

THREE OFFICES: Head Office
 Sterling Films Ltd.
 Toronto, Ont.

STERLING FILMS LTD.
 QUEBEC 754 Sherbrooke St. W.
 Montreal, Que.

Foto-Nite Distributors
 WESTERN 2863 West 39th St.
 CANADA Vancouver, B.C.

Need Fresh Outlook Nat Taylor Says

(Continued from Page 1)

and executives, to recognize this and change with it, he suggested.

The head of Canada's third largest circuit, addressing the business session of the company's convention at the Royal York Hotel, called for more enterprise and individuality in showmanship and a return to careful operation "if we desire to protect our future."

Head office executives and managers of the Ontario chain's 55 theatres in 27 communities ended the convention with a dinner in the Roof Garden of the Royal York Hotel which was addressed by John J. Fitzgibbons, president of Famous Players, and other guests.

"I do not have to belabor the fact that in the last few years we have lived and operated in a lush economy," Taylor stated in opening the business sessions. "In most instances business and big grosses were to be had with a minimum of effort." The unprecedented rush to the boxoffice has had the effect of reducing the type of exploitation and showmanship generally accredited to the industry.

"No one can deny these things but are we fully aware of the dangers inherent in them?" he asked. While things were still at the same prosperous level as in the past few years, there were definite indications "that the picnic is over. Getting business in the immediate future and keeping what business we have now depends on our ability to knuckle down and dig."

The company was concerned with the individual welfare of its members and desired to extend as many benefits as possible to them, he told the listeners. "A good manager is a happy manager, a manager with a ready smile for his patrons, a manager with an innate willingness to participate in community life, a good solid substantial citizen, a pride to his organization and community."

Because of the varied types of operation carried on by the company, each theatre represented a different capital investment and was an individual problem. This had been true since the founding of the company. "We learned then and still maintain that the manager is vital to the operation of any theatre and should be treated as such," he said. "He should have a great deal to say about the bookings and policy of the theatre and a great many other things."

Harry S. Mandell, comptroller of the company, stated that Twentieth Century Theatres was

building new theatres to maintain its place as a progressive organization. "Are we right in building new theatres today?" he asked. "There is no proper yardstick by which we may know. There is a great risk because of excessive costs but in order to remain a progressive organization we must take that risk. Expansion and progress — those are things we must have if we want to succeed."

Theatre locations had been secured in Toronto, Lindsay, Brampton, Scarboro and other places and theatres were being erected now on several of them, he said. The company had opened a theatre in Sudbury last month and would open the Glendale, Toronto, this month.

Raoul Auerbach, who discussed all aspects of theatre operation during his address, announced that \$1,000 had been set aside for prize money in a showmanship contest based on a film yet to be named.

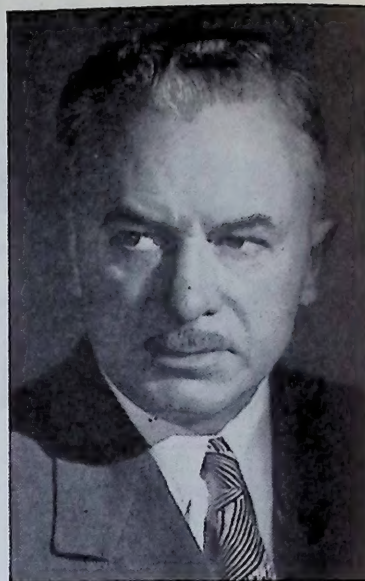
Others who spoke were Myer Axler, Syd Roth, Barney Fox, Charlie Stephenson, Hy Ginsberg and Dave Mandell. They covered various phases of operation, gift books, maintenance, booking, public relations and exploitation.

To Levy Fines For Wasting Power?

A bill is before the Ontario Legislature asking that the authority be granted to the Hydro Commission to ration electricity and impose fines up to \$100 per day for non-compliance.

Ontario exhibitors are voluntarily effecting a 50 per cent cut in the use of electricity and the Commission agreed not to include theatres in these stringent measures if this is adhered to.

Demand for power has increased by 40 per cent in the past two years.



CLARE APPEL

Elected president of the Motion Picture Theatres Association of Ontario. He is the Eastern Division manager of Odeon Theatres.

No Quiet Weekend For 'Quiet Weekend'

Something sensational is the run of "Quiet Weekend," the Pathe-British feature being released in Canada by International Film Distributors. Now in its sixth week at the International Cinema, Toronto, its fifth Saturday took in more than its first.

Based on a play which ran for three and a half years in London, the film is human and humorous and seems to indicate a public preference for restful and friendly screen fare.

With its first date being in the International Cinema, the picture has all the aspects of a sleeper.

Hockey Team Wants Season Sponsor

There is a group of lads in the film business and On the Square who are pretty lively on skates and would like to play as a team in some league. They need a backer. How about you? If interested, call this office.

National Booking Company

8th FLOOR, 21 DUNDAS SQUARE, TORONTO

Offers the following services to Independent Exhibitors:

- A—Buying and Booking, subject to individual approval.
- B—Free Consultation and Advice on all matters concerning theatres—Such as architecture, maintenance, insurance, operation, advertising, specialty exploitation, etc.
- C—Inter-Industry Ethics and co-operation among members and non-members.
- D—Affiliation for the purpose of furthering and solidifying industry interests among members.

ENQUIRIES RESPECTFULLY SOLICITED

HAROLD KAY, Manager.

Franchise Deals Now Changed

(Continued from Page 1)

payments were made to obtain films which, under the contract, would not exhaust their earning capacities for several years. USA or foreign owners of such films will now receive their remuneration for Canadian rights when earned.

The action, although it may seem drastic to some, is however in line with Board policy in other types of transactions, it was explained. In future Canadian independent distributors and franchise holders will have to arrange terms of contracts in accordance with what they know to be Board policy. The Board will try to be flexible where necessary.

Some cases may have to be taken under advisement and with regard for existing contracts, it was stated by an official. There may be types of royalties that will depend on established practices of the business and whether it is practical to hew to the line. Everything must be taken into consideration and a policy must be developed based on the general principle but in keeping with the particular case.

Canada's Foreign Exchange Control Board is the medium through which we try to ensure having sufficient foreign assets to meet the country's requirements. Unnecessary swings must be avoided and so it is being required that foreign obligations be met only at the time due. It will help Canada gauge its future dollar position more easily and plan to have enough foreign currency available at the time or in the year needed.

Our foreign exchange policy is not entirely in our own hands, an official explained, but is forced on us by conditions outside our control—particularly in Europe, which hasn't recovered at the rate anticipated at the time of cessation of hostilities.

It could be that such actions as the present one will eliminate the need for more serious ones later.

Allied Artists Buys 'Dark Valley'

Steve Broidy, president of Allied Artists, announced recently the purchase of "Dark Valley," an original by Donald D. Durbin. Jeffrey Bernerd, who produced the current "Black Gold," has been assigned to handle the new production. Anthony Quinn and Katherine DeMille, who headed the cast of "Black Gold," will be sought for leading roles in "Dark Valley," which will be a high-budget western.

Odeon-Cremazie Opening



Above scene, taken at the recent opening of the Odeon-Cremazie Theatre in Montreal, the new 740-seat French house built by Odeon Theaters of Canada Limited and General Theatres (Quebec) Limited, shows, left to right, Leslie H. Kemp, architect on loan from the J. Arthur Rank Organization, London; George W. Peters, vice-president of Odeon; Gustave Monette, director of General Theatres; Hon. Phillippe Brais, KC, MLC, CBE, president of General Theatres; Clare J. Appel, Odeon eastern division head; Gordon Dann, supervisor for General Theatres.

Appel Heads MPTAO

President of the Motion Picture Theatres Association of Ontario is Clare Appel, former vice-president, who succeeded Joe Garbarino. Appel is Eastern Division manager of Odeon Theatres of Canada. H.C.D. (Dick) Main of Listowel was named vice-president.

Ralph Dale, National Theatre Services, was elected secretary, and William Summerville, Jr., B & F, treasurer.

Roy Miller, St. Catharines, heads the organization and membership committee, on which Floyd Rufford, Forest, and Herbert Allen, Premier Operating, will serve.

Summerville is chairman of budget and finance committee, of which Morris Stein, Famous Players, and Herbert Allen are members.

Arch H. Jolley was re-elected executive secretary.

Warners' Reissues

"Anthony Adverse," starring Frederic March, Olivia de Havilland and Claude Rains, and "Jezebel," starring Bette Davis, Henry Fonda and George Brent, will be reissued by Warner Brothers as a double bill. First booking is in the New York Strand for two weeks, starting December 5th.

Theatre Near Ready

The new theatre in Joggins, Nova Scotia, is nearing completion. It will replace the 200-seat Your, destroyed by fire early this summer.

Final Title Set

"Glamour Girl" is the final title for the Columbia musical known as "I Surrender Dear."

Boxoffice Gross All-Time High

(Continued from Page 1)

were: Prince Edward Island 10; Nova Scotia 71; New Brunswick 44; Quebec 250; Ontario 420; Manitoba 137; Saskatchewan 240; Alberta 156; and British Columbia 149. The British Columbia theatre figures include Yukon and Northwest Territories.

The gain in the number of places of exhibition, according to provinces, was as follows: Prince Edward Island 3; Nova Scotia 7; New Brunswick 3; Quebec 22; Ontario 6; Manitoba 21; Saskatchewan 64; Alberta 7; and British Columbia 21. While Manitoba and Saskatchewan showed the greatest increases in situations, these were for the most part one-day rural situations. Biggest contributor to greater receipts in Manitoba was the Odeon, Winnipeg.

The report, issued by the Dominion Bureau of Statistics, is a preliminary one.

Form New Panel

At the request of the Film Board of Trade, a new arbitration panel for the Winnipeg territory has been named and includes I. Triller, D. Rothstein, R. Bessler, M. Hepner, S. R. Miles and M. Triller.



The New
CANADA CARRIES ON
RELEASE FOR

October

JOHNNY

AT THE

FAIR

A
NATIONAL FILM BOARD PRODUCTION
Distributed by
COLUMBIA PICTURES

OUR GROWING INDUSTRY

Year	No. of Theatres	Receipts	Paid Admissions
1930	907	\$38,479,500	
1933	762	24,954,200	
1934	796	25,338,100	107,354,509
1935	859	27,173,400	117,520,795
1936	956	29,610,300	126,913,547
1937	1,044	32,499,300	133,668,450
1938	1,130	33,635,052	137,381,280
1939	1,183	34,010,115	137,898,668
1940	1,229	37,858,955	151,590,799
1941	1,240	41,369,259	161,677,731
1942	1,247	46,461,097	182,845,765
1943	1,265	52,567,989	204,677,550
1944	1,298	53,173,325	208,167,180
1945	1,323	55,430,711	215,573,267
1946	1,477	59,793,215	227,425,905

• **John Ford Believes That "The Fugitive"
Is The Finest Picture He Ever Directed.**

(Opening Boston Nov. 11 . . . Baltimore Nov. 12.)



JOHN FORD and MERIAN C. COOPER

present

ARGOSY PICTURES'

THE FUGITIVE

co-starring

HENRY FONDA
DOLORES DEL RIO
PEDRO ARMENDARIZ

with J. CARROL NAISH • LEO CARRILLO • WARD BOND
ROBERT ARMSTRONG • JOHN QUALEN

Screenplay by DUDLEY NICHOLS

Directed by

JOHN FORD

Released by RKO Radio Pictures, Inc.

Associate Producer EMILIO FERNANDEZ Cinematography GABRIEL FIGUEROA

YOUR BOXOFFICE REMEMBERS these John Ford-Directed Hits!

*THE INFORMER • THE HURRICANE • STAGECOACH
*THE GRAPES OF WRATH • THE LONG VOYAGE HOME
*HOW GREEN WAS MY VALLEY • THEY WERE EXPENDABLE

**Academy Award Winner*

International Relations



Takes and Mistakes

Canada and the United States

Celebration of Canadian Book Week makes one realize that Canada has grown up considerably in the last generation, during which the question of whether there was a Canadian literature was often raised. Now dozens of fine books are written and published in Canada and it is quite likely that more will see print as our reprint complex declines.

What does seem odd is that—unlike the USA, Great Britain and other countries—we have no corresponding film production industry. There is almost a strange emptiness in the absence of that sister art, one that would not be so obvious had not literature in Canada reached its present stature.

Perhaps this is because the film equivalent of the reprint complex is still strong, for Hollywood buys some of our books and makes almost all of our films. The lack of some fields of endeavor and the limited opportunities in others causes us to export a good percentage of our best brains every year. The American consul in Ottawa just reported that young Canadians of skill and talent are literally waiting in line for visas to the USA.

Added to the problem of emigration is the fact that American individuals and interests have an important place in contemporary Canadian life and the question is arising as to how the USA feels about the various benefits it gets from us in the business and political sphere.

Leslie Roberts, as reported in Time magazine recently, said that the USA attitude was "driving us back to economic nationalism." I refer you to my column of last week, in which I deplored what seemed to be the conviction of USA representatives in the Canadian film industry that coverage of the domestic scene by American trade publications was good enough.

Isn't this the sort of thing, demonstrated in different ways, which caused Roberts, one of our leading observers, to write that the USA feels that "anybody who doesn't act like an American, think like an American, or wants to become an American . . . needs a psychiatrist"?

In the end the pulp and other questions, aggravated by lack of understanding and consideration, by bad advice or failure to give good advice, will create bad feeling between us—and those will be sad times indeed.

Canadian representatives of American interests do neither Canada nor the USA any good by dollar-grabbing explained as dollar-saving, or in any of the ways which demonstrate that their major concern is not for us or our institutions. Such representatives, if they are not Canadians, should be advised to study the Canadian temper when they are assigned here and to report on it honestly.

If they did their superiors would get an entirely different picture—or they ought to.

Of All People . . .

Glenn Ireton, personal representative of Austin Willis, phoned Harry Allen for a look at "Bush Pilot," the Canadian production in which the latter stars, and a good idea came out of it. The Canadian premiere—searchlights, celebs and all—will take place at the Savoy, Hamilton, on November 17th. The feature will be supported by Canadian shorts, among them "Forest Commandos," which Glenn scripted for Warner Brothers, and "The Boy Who Stopped Niagara." Willis, a radio star in Canada, will mount the stage before each showing and talk about the filming—and he's plenty entertaining. Ireton, ex-WB pub-and-ad rep who now runs his own dreamery, produced the idea on Allen's invitation after his request for a screening led to conversation on the subject . . . Andy Smith, Jr., Fox sales head, and Bill Gehring, his assistant, were in town last week.

In town after attending the Quebec Allied convention in Montreal were Steve Doane and Frank Owens, NS and NB censors respectively. Everyone here is always happy to see those lads and the very friendly Frank, who doesn't come this way as often as Steve, got a real welcome On the Square. The news that he was in the vicinity spread like rain and sent a host of old friends hunting for him. . . . Jack Karr, Star screen scribe, is in Britain for the royal nuptials. . . . What this country needs is a good five-cent aspirin. . . . What place of business has been nicknamed "Nightmare Alley"? . . . That very popular guy, Regina's Harry Bercovitch, has been brightening up the film colony in Toronto. . . . It's a girl at the Bishops. Congrats, June and Len. Her name is Wendy. . . . About 100 FPCC ushers, etc., had a great time at Mavety's recently led by Bill Caren of the Tiv.

A party of 40 young Mormons of both sexes from Salt Lake City were disappointed when refused admission to the Imperial, Toronto, which they sought to enter gratis as members of the clergy. They didn't qualify and some were irked. Montreal was their destination. . . . If you care for the literary and stock market aspects of the 20's, Burton Rascoe's "We Were Interrupted" will command your interest. . . . Twentieth Centurites must be getting older. This year's after-hours rioting was strictly in lowered tones. . . . There was much unexpected fun at the Variety meeting, when Fred Malone and Doug Rosen were called on to occupy the barkers while awaiting the election results. Fred, a Crown prosecutor, gave some hilarious opinions about the legality of the ballot box handling while Doug, who is Dr. Heckle and Mr. Jibe from the floor, was overwhelmed at the great opportunity to speak by invitation. Wittiest speaker of the evening was Rabbi Feinberg of Holy Blossom Synagogue.

Peerless Films Limited

Is Proud to Announce

THE OPENING OF THEIR BRANCH AT

507 BOYD BUILDING - WINNIPEG, MANITOBA

AND WILL RELEASE TO WESTERN CANADIAN EXHIBITORS

OUTSTANDING ASTOR PICTURES

NEW WINE — SECOND CHORUS

— ROAD TO HOLLYWOOD — CHEERS FOR MISS BISHOP — HEART OF NEW YORK —

HOLLYWOOD BOUND — THE NOOSE

— SWISS FAMILY ROBINSON — TOM BROWN'S SCHOOL DAYS — STAIRWAY FOR A STAR —

Why
Cecil B. DeMille's
UNCONQUERED

is
*THE MOST IMPORTANT SCREEN ATTRACTION
OF 1947...*



Because Its Background

IS THE DRAMA OF AMERICA'S BIRTH

America's past is full of hidden chapters . . . stories of pioneers weaving the pattern of an unborn flag.

In UNCONQUERED, Cecil B. DeMille opens one of these chapters that has been untouched by previous historical pictures. It tells how indentured slaves—white men and women from England—were sold on the auction block in the American

colonies and, by their bravery and devotion, helped build our land to greatness.

The slave girl of this story is beautiful and tawny-haired. A man-of-destiny buys her as his legal property, and together they face a danger-infested wilderness and join the stubborn defenders of Fort Pitt in the bloodiest and longest siege of frontier history.

The Rescue from the Senecas





The Siege of Fort Pitt

Because

Its Bigness

*ANSWERS THE DEMAND
OF TODAY'S MARKET*

The DeMille hallmark, instantly conveying large-scale entertainment, today has a new importance—because at this time the “big picture” market is the most lucrative source of boxoffice income. Recent results conclusively indicate that now only outstanding attractions consistently return profits at the highest levels.

Reel for reel, the grandeur, color and solid audience values of “Unconquered” give it an entertainment quotient at the very top of this “big picture” market.

Because Its Production

ENCOMPASSES THESE AMAZING FACTS

1763 America authentically re-created from 3,000 sources.

* * *

93 speaking parts—4,916 atmosphere roles—make it one of the biggest of all productions.

* * *

5,000 miles traversed to find the 8 panoramic backgrounds for its key exterior settings.

* * *

Historical characters include Colonel George Washington,

John Fraser . . . Mason and Dixon, Ottawa Chief Pontiac . . . Seneca Chief Gwaysuta.

* * *

Fort Pitt took 2 months to build; its siege 12 days to shoot.

* * *

Unusual props in battle sequence; 1,800 arrows, many with flaming points; 3,000 fireballs; 50 pounds of gunpowder; 30 flintlocks; 10 gallons of synthetic Technicolor blood.

The Slave Auction





Master and Slave

Because

Its Spectacle

*INCLUDES THESE UNFORGETTABLE
BOXOFFICE SCENES*

White women sold to the highest bidder on the auction block in the New World.

* * *

The escape by canoe down torrential rapids pursued by hundreds of Indians. . . .

* * *

Goddard, the slave girl, tortured by the savage Senecas.

The lusty fun of the colorful Peakstown Colonial Fair. . . .

* * *

The historical siege of Fort Pitt.

* * *

The Death March of the celebrated Black Watch Regiment.

* * *

The fabulous splendor of the famous King's Birthday Ball.

Display of original full-color paintings (reproduced in 2 colors on this and 3 preceding pages) can be arranged thru Paramount Advertising Dept. if importance of tie-up warrants. Full-color reproductions are available for lobbies.



The Toilette

Because
Its Cast

*PRESENTS STRONG MARQUEE STARS
 IN GREAT DRAMATIC ROLES*

GARY COOPER
as Chris Holden

he saw the clouds gathering over the Ohio but
 could not guess the terror that lay ahead

PAULETTE GODDARD
as Abby Hale

bond slave, sentenced to servitude, and sold
 on the auction block to the highest bidder

HOWARD DA SILVA
as Martin Garth

shrewd, powerful trader. Secret treaties were
 his weapon and pretty women his weakness

BORIS KARLOFF
as Guyasuta

whose tribes assaulted Fort Pitt in history's
 longest frontier siege — a ninety-day agony

CECIL KELLAWAY
as Jeremy Love

the lovable rogue whose heart was as light as
 his fingers and who wore his past gaily

WARD BOND
as John Fraser

his shop cradled a great industry as his forge
 grew to the giant steel mills of Pittsburgh

Because

Its Appeal

COVERS MORE GREAT POTENTIAL AUDIENCE GROUPS THAN ANY OTHER DEMILLE PICTURE.

ITS GREAT AMERICANISM... provides a special appeal to patriotic organizations and civic societies.

* * *

ITS GREAT LOVE STORY... of the beautiful bond slave bought at public auction has a *different* romantic appeal for women and 'teen-agers.

* * *

ITS DOWN-TO-EARTH ADVENTURE... and fascinating authentic detail of Indian warfare make it a great children's picture.

ITS GREAT HISTORICAL INTEREST... offers a special attraction to schools and women's clubs.

* * *

ITS GREAT STARS... and supporting cast make it a natural for dyed-in-the-wool film fans.

* * *

ITS MAGNIFICENT TECHNICOLOR... its great production values, will draw the vital plus patronage of those who attend only the greatest film attractions.

The Council of War



TWO OF HOLLYWOOD'S GREATEST
COLUMNISTS SALUTE A GREAT AMERICAN

Cecil B. DeMille

ON HIS SIXTY-SEVENTH AND GREAT-
EST MOTION PICTURE—



GARY PAULETTE
COOPER · GODDARD

Cecil B. DeMille's
UNCONQUERED

Color by **TECHNICOLOR**

with HOWARD BORIS GECIL WARD
DA SILVA · KARLOFF · KELLAWAY · BOND

Produced and Directed by Cecil B. DeMille

Screenplay by Charles Bennett, Fredric M. Frank and Jesse Lasky, Jr. • Based on the novel by Neil H. Swanson

HEDDA HOPPER

says:

"DeMille really lets himself go. The picture is so big you wonder why the screen fools around with drawing rooms. It's a great American picture."

LOUELLA PARSONS

says:

"Thank Heaven for C. B. DeMille! What a wonderful two hours we spent looking at 'Unconquered.' Keep on making that kind of picture—I love it!"

* * *

Its First 12 Pre-Release Engagements are now establishing the mammoth boxoffice stature of this Great American Adventure from

PARAMOUNT



HAROLD KAY

Manager and buyer for National Booking Company, newly formed in conjunction with Sam Fingold and Ralph Dale.

CAPAC And Exhibs Ask For CAB Rep

A government co-ordinator will be called in by the Composers, Authors and Publishers Association of Canada and Canadian exhibitors if any snags are struck in future discussions to raise the theatre fees in 1949 for use of music on which CAPAC holds copyright.

The Copyright Appeal Board will be asked to name the co-ordinator at its meeting late this year to assume his position in April if no basis has been reached by then. His duty will consist of preparing an agreed statement of fact between the two parties to present to and facilitate the Board's work at its following meeting.

Red Deer Theatre Gutted By Fire

A fire, believed to have started in the projection booth, completely gutted the interior of the 480-seat Famous Players' Crescent Theatre in Red Deer, Alberta, recently. Two adjoining businesses in the same building were also burned out causing a total of \$60,000 damage to the \$100,000 structure. The building is owned by Morris and Ted Beatty.

The Crescent was built in 1926 on the site of the Lyric, which was also destroyed by fire. The recent blaze occurred after the theatre had closed for the night. The only other theatre in the city is the 480-seat Capitol, also an FPCC house.

Monsieur Verdoux

with Charles Chaplin

United Artists 120 Mins.
CHAPLIN "COMEDY OF MURDERS" WILL PROVOKE CONTROVERSY; SPELL THAT OUT AS PERSONAL INSPECTION BY THE WORLD AUDIENCE.

Already there are a dozen points of view regarding this latest Chaplin film and hourly new schools of thought, acceptance, rejection, analysis and consideration of the ultimate are coming into being. Without a doubt all these signs are healthy. Controversy rules the roost. Every spoken and written word will serve to provoke interest, sell tickets. Let the barbs and laurels fly.

This is not the first time Chaplin has discarded The Tramp. Nor is it his initial bout with elements, forces and sociological trends that are strewn in the path of The Little Man to bedevil him into utilizing basic instincts to combat extinction.

As a "Comedy of Murder," "Monsieur Verdoux" is at once a preaching, a philosophy, an entertainment and a plaint against a social system. It is a broad comedy—admittedly confused at times—with deft touches of satire and with theatrical business that ranges from the mere lifting of an eyebrow to the fundamental pratfall.

The Chaplin name is international. "Monsieur Verdoux" is for the world audience. As it makes merry with basic comedy, so should it make merry in the monetary sense.

It should be noted about here that this Chaplin is a model job of film-making. He is credited with direction, writing, production—the music, too, is his composition. It is unmistakably personalized; the imprint is constantly apparent.

The audience coming to see two solid hours of Chaplin will not have time to fidget. Direction is of such quality that movement, action, dialogue, are vivid and variation is constant.

Thrown out of employment by the bank where he has labored 30 years, Chaplin is faced with the care of his invalid wife and child. The period is the early Thirties. The last depression is in full swing. Unknown to his immediate family he makes many marriages with women of means and property, dispatching them from time to time as his need for solvency demands.

He is A Man About France, constantly abroad from his home, making new contacts, putting into operation his lethal schemes. Away from home he is Varnay, Bonheur, Floray and his various wives are duped for the most part. They accept this duplicity and then, of course, in short order they are no longer on the scene to complain. Meanwhile, Chaplin is afield for new ventures.

The tone is generally episodic. Contributory plot elements are worked in at various times to divert from lethal pursuit and there is always on hand great comic skill.

As suddenly as the story is projected and hits its stride so does it conclude. It is run full-length. When Chaplin's wife and child die, he gives up the game and after a farewell meeting with a girl he befriends for experimental purposes—poison—he gives himself up when he is identified by the survivors of an early victim. His game is over and while in the limelight of his trial he gets off the defense of his motives. As a mass murderer, he says, he is a small time operator, hardly worthy of the appellation when comparison is made with war mongers. And shortly thereafter he walks to the guillotine.

"Monsieur Verdoux" is ably, skillfully cast. The attention to this selection results in some better playing.

CAST: Charles Chaplin, Mady Correll, Allison Roddan, Robert Lewis, Audrey Betz, Martha Raye, Ada-May, Isobel Elsom, Marjorie Bennett, Helene Holgh, Margaret Hoffman, Marilyn Nash, Irving Bacon, Edwin Mills, Virginia Brissac, Almbra Sessions, Eula Morgan, Bernard J. Nadell, Charles Evans, Arthur Hohl, Vera Marsha, John Harmon.

CREDITS: Producer, Charles Chaplin; Director, Charles Chaplin; Associate Directors, Robert Florey, Wheeler Dryden; Original story written by Charles Chaplin; Photography, Roland Totheroh; Art Director, John Beckman; Assistant Director, Rex Bailey; Film Editor, Willard Nico; Sound, James T. Corrigan; Music composed by Charles Chaplin; Music Arrangement, Direction, Rudolph Schrager; Art Supervision, Curtis Courant.

DIRECTION, Excellent.

PHOTOGRAPHY, First Rate.

The Wistful Widow of Wagon Gap

with Abbott and Costello, Marjorie Main
Empire-Universal 78 Mins.

AS LONG IN BO LAUGHS AS IT IS IN TITLE.

It's as long in laughs and comic antics as it is in title. After doffing the OD the boys here invade the western scene and make a merry time. The time setting is the day when the frontier was nearby and there was a hegira to California.

What ensues in the manner of Abbott and Costello humor will be found hilarious by their devoted following and the exhibitor, too, will pleasantly rub his palms at prospect of a packed house. Kidding the western scene along admirably suits the pair's talents.

They're hucksters at the outset, huckstering their wares in Wagon Gap. To get the plot started they encounter a body and are later charged with murder. Legal quirk saves them from the noose but they must assume responsibility for the dead man's family. Marjorie Main is the widow and she has a flock of kids, plus a farm. With the light treatment forward Costello is elected and while he labors, Abbott takes it easy. Miss Main shines up to Costello with matrimony in view. Then along comes Gordon Jones. Miss Main's husband owes him money. Costello is assigned to work it out at Jones' saloon. Now he has a day and night job.

He is quite safe. So safe that he is made sheriff since no one would dare take over his hectic responsibilities to Miss Main and flock. After making the town safe for the citizenry, Costello thwarts a stagecoach robbery. There follows a bangup gun battle. The ladies save the day with clubs. Miss Main achieves wealth by selling her property to an oncoming railroad. Costello is released from servitude. The boys head west for California, leisurely at first then at a gallop when Indians spot them and give chase.

Charles T. Barton's direction focusses on laughter, the gag and the slapstick gimmick.

CAST: Bud Abbott, Lou Costello, Marjorie Main, George Cleveland, Gordon Jones, William Ching.

CREDITS: Producer, Robert Arthur; Director, Charles T. Barton; Screenplay, Robert Lees, Frederic I. Rinaldo; John Grant; Based on a story by D. D. Beauchamp, William Bowers; Photography, Charles Van Enger.

DIRECTION, Good.

PHOTOGRAPHY, Good.

Vol. 12, No. 44 Nov. 12, 1947



HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor,
Canadian Film Weekly, 25 Dundas Square, Toronto, Canada.

Entered as Second Class Matter.

Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ontario, Canada. Phone ADelhide 4317. Price 5 cents each or \$2.00 per year.

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MAGIC TOWN

WITH

KENT SMITH • NED SPARKS • WALLACE FORD • REGIS TOOMEY

Written and Produced by **ROBERT RISKIN** • Directed by **WILLIAM A. WELLMAN**

A William A. Wellman Production • Released by **RKO Radio Pictures, Inc.**

Dom'n Producers Hear Wells, UN

The extreme importance of films in "selling" peace was stressed by William H. Wells, chief of the film and television section of the United Nations, to those present at the night devoted to the Film Producers Association of Canada during the annual meeting of the Association of Canadian Advertisers in the Royal York Hotel, Toronto.

Wells, a Canadian by birth but now an American citizen, pointed out that all other media used in reporting the work of the United Nations was of the type which stressed day-by-day activities but that films were able to show the background of problems and give the public a comprehensive picture. The lesson of the film remained long after headlines were forgotten. The contributions of the National Film Board and the co-operation of Independent distributors, as well as all exhibitors drew praise from him, with special reference to the showing of "The People's Charter," which was exhibited at the dinner.

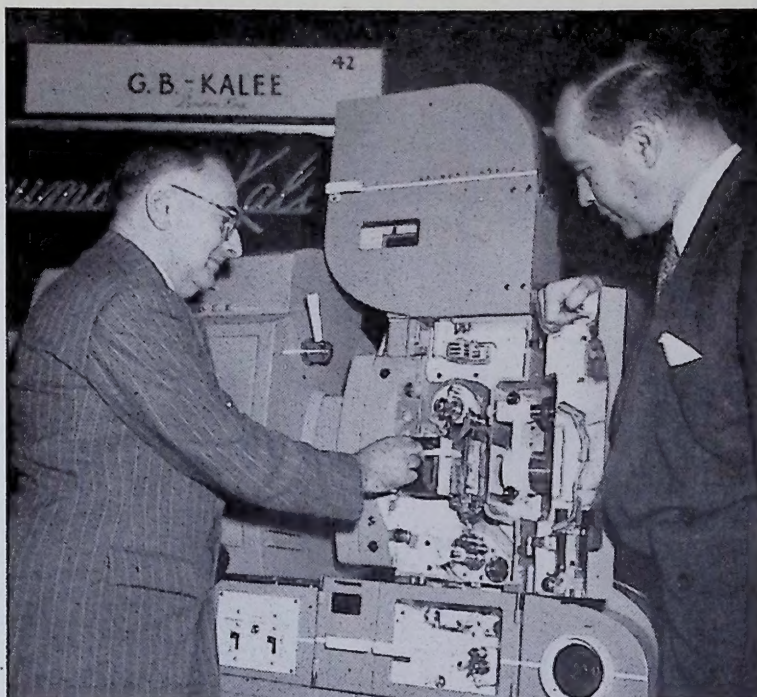
During the war Wells, whose background includes advertising, publishing and motion pictures, was in charge of information for the USA Office of Prices Administration. This was followed by his appointment as film chief of UNRRA, a post held prior to his present one.

Another important event of the evening was the presentation by Major Bernhard Day, Belgian consul, of a bronze medallion to Rene Germain, president of Quebec Productions Corporation. The medallion, sent from Belgium, was a token of the participation of the QPC film "La Forteresse" in the Brussels film festival.

Excerpts from "La Forteresse" were shown, with Paul L'Anglais, executive producer, providing accompanying remarks. He stressed the rise of Neil Chotem, young pianist from Saskatoon in the film, who is to make his Carnegie Hall debut in January under the management of Sol Hurok. One of the excerpts showed Chotem at the piano and as the film faded out the lights went up and those present were surprised to find him on the stage in the same pose. He played and his work was warmly received.

Seated at the head table during the dinner were the officers recently elected by the Film Producers Association of Canada. Frank O'Byrne is president again; Leslie Thatcher vice-president, James A. Cowan secretary, F. R. Crawley, treasurer, and Hans Tiesler, Leon Shelly, Rene Germain and Paul L'Anglais are directors.

British Visitor Here



Proudly displaying the new British-built Gaumont-Kalee "21" sound projection unit at the convention of the Society of Motion Picture Engineers in New York are Edward L. Harris (left), general manager of Canadian Gaumont-Kalee, and Captain A. G. D. West, past president of the British Cinematograph Society and director of Cinema-Television, Limited.

Scripts 'Bodyguard'

Harry Essex is scripting RKO's "Bodyguard."

In 'Honored Glory'

Tim Holt and Cary Grant will star in RKO's "Honored Glory."

Kay Guides New Booking Setup

(Continued from Page 1)
floor of 21 Dundas Square, Toronto.

National Booking Company will absorb the booking and buying accounts which were part of Associated Theatres until it was dropped earlier this year. The accounts were transferred at that time to National Theatre Services, of which Associated Theatres had been a part at the time of its establishment by Fingold and Dale late in 1946 through a deal with Odeon Theatres.

Kay, a youthful veteran of the industry who also has long-time exhibition interests, was Toronto branch manager of Monogram Pictures for two years prior to joining Eagle-Lion 18 months ago. He has operated the Fox Theatre, Toronto, for 11 years. He has been connected with several sections of the industry in various capacities during his career and was with Associated Theatres when it was founded 17 years ago.

At various times Kay has acted as exhibitor representative on arbitration panels and on several boards dealing with clearance, conciliation and other industry matters.

Myer Herschorn Passes In Hfx.

(Continued from Page 1)
circuit of six theatres with Joseph Franklin and entered the theatre business in Halifax in 1914 as operator of the Imperial.

His passing caused many expressions of regret both in the industry and among the members of his community, for he was widely respected for his character and his generosity.

Coming to Canada at an early age from Russia, Herschorn went into the hotel business in Port Arthur and Fort Francis, Ontario, and followed that with the purchase of the Imperial. His enterprise expanded his business to the present stage—two houses in Saint John, two in Dartmouth, one in Yarmouth and one in Halifax, with one under construction in the last-named location.

He was a past master of Keith Lodge, Masonic Order in Halifax, a past president of Robie Street Synagogue, an executive of the Halifax Boy Scouts' Association and a former member of the Halifax Progressive Club.

Surviving are his widow, the former Seema Podvoll; one son, Peter, secretary of the company in which his father was vice-president; two grandchildren; four sisters and three brothers.

Hollyw'd Probe Being Fought

Ten witnesses at the Hollywood probe, threatened with contempt of Congress charges for refusing to answer questions regarding their political affiliations, have asked Speaker Joseph Martin to nullify the charges.

Counsel for the group said that "the inquiry concerning the witness' political affiliation was not pertinent or material to the investigation."

Opposition to the actions of those in charge of the probe to determine whether there is un-Americanism in films has developed on a great scale, with outstanding USA and Canadian newspapers of every political loyalty denouncing it as unconstitutional interference with the rights of the individual and a threat to freedom of expression.

British and Canadian newspapers have expressed concern with the threat to democratic rights in one of the world's greatest democracies. One of those threatened with contempt charges is Edward Dymtryk, a native of Grand Forks, BC. Other Canadians mentioned by government witnesses were Alexander Knox and Hume Cronyn, both actors. Dymtryk is a director.

Washington, Boston, New York, Los Angeles, Cleveland, Philadelphia, St. Louis and Cincinnati papers are among the dozens which have asserted that any citizen of the USA is entitled to whatever political affiliation he prefers and that the committee is not within constitutional rights.

The Toronto Globe and Mail, in an editorial entitled "On Un-American Activities," printed the following quotation from the report of the Committee on Civil Rights appointed by President Truman: "The United States is not so strong, the final triumph of the democratic ideal is not so inevitable that we can ignore what the world thinks of us and our record."

The newspaper comments: "It is that aspect which justifies a Canadian judgment on the Committee on Un-American Activities. This unedifying circus is going on while the United Nations Assembly is in progress. The wilful violation of civil rights, the misuse of an element of the United States Government for such an unworthy purpose, cannot fail to make a bad impression on other nations."

The probe, which is being held in Washington, will be resumed shortly.

Gray To Produce

Louis Gray will produce Monogram's "Song of the Drifter."

Eagle-Lion Has Strong Sked

Twenty-three of the pictures are from popular novels, several of them best sellers, and two are based on stage plays. The rest are originals.

Leading off the short subjects program of the company is the This Modern Age series, which made a great hit with Canadian patrons when introduced last season, and these two-reelers will be released at the rate of one a month. Also on the list are 15 two-reel subjects in black-and-white and Technicolor, and 15 one-reel cartoons, travelogues and sport reels, a number of which are in Technicolor also.

The features to be released are:

"So Well Remembered," with John Mills, Martha Scott, Patricia Roc, Trevor Howard and Richard Carlson. Directed by Edward Dmytryk from the book by James Hilton.

"October Man," with John Mills, Joan Greenwood, Edward Chapman and Kay Walsh. Produced by Eric Ambler from his own novel.

"Scott of the Antarctic," in Technicolor, with John Mills. Produced by Michael Balcon, it is the authentic story of Scott's ill-fated epic expedition.

"Upturned Glass," with James Mason, Pamela Kellino and Rosamund John. Produced by Sydney Box and James Mason.

"End of the River," with Sabu, Bibi Ferreira, Esmond Knight, Robert Douglas, Orlando Martins and Zena Marshall. Produced in Brazil by Michael Powell and Emeric Pressburger. From the book by Desmond Holdridge.

"White Unicorn," with Margaret Lockwood, Ian Hunter, Joan Greenwood, Paul Dupuis and Guy Middleton.

"Jassey," in Technicolor, with Margaret Lockwood, Patricia Roc, Dennis Price and Dermot Walsh. Produced by Sydney Fox.

"When the Bow Breaks," with Patricia Roc, Rosamund John and Patrick Holt. Produced by Betty Box.

"One Night With You," with Nino Martini, Patricia Roc, Stanley Holloway, Bonar Colleano, Jr., and Guy Middleton.

"Daybreak," with Ann Todd, Eric Portman and Maxwell Reed. Produced by Sydney Fox.

"Oliver Twist," with Robert Newton, Alec Guinness, Francis L. Sullivan, Henry Stephenson, Kay Walsh and Mary Clare. The Charles Dickens' classic directed by David Lean, who was responsible for "Great Expectations."

"Snowbound," with Robert Newton, Dennis Price, Stanley Holloway, Herbert Lom and Guy Middleton. Produced by Sydney Box.

Thirty-five Feature Pictures Plus Forty-two Shorts Listed for Season

(Continued from Page 1)

"Captain Boycott," with Stewart Granger, Kathleen Ryan, Cecil Parker and Alastair Sim. Produced by Frank Launder and Sidney Gilliat.

"Saraband for Dead Lovers," in Technicolor, with Stewart Granger, Francoise Rosay, Joan Greenwood and Flora Robson. Produced by Michael Balcon.

"Blanche Fury," in Technicolor, with Valerie Hobson, Stewart Granger and Walter Fitzgerald. "Esther Waters," with Kathleen Ryan and Dirk Bogarde.

"Red Shoes," in Technicolor, with Anton Walbrook, Marius Goring, Moira Shearer, Leonide Massine, Robert Helpmann, Albert Basserman and Esmond Knight. Written, produced and directed by Michael Powell and Emeric Pressburger.

"Blue Lagoon," in Technicolor, with Jean Simmons. Produced by Sidney Gilliat and Frank Launder. A screen adaption of H. de Vere Stackpoole's story of youth on a tropical island with much of the photography to take

place on location in the Fiji Islands.

"Woman in the Hall," with Jean Simmons, Ursula Jeans, Cecil Parker and Joan Miller. Based on the famous novel by G. B. Stern.

"Uncle Silas," with Jean Simmons, Katina Paxinou, Derrick De Marney, John Laurie and Derek Bond.

"Against the Wind," with Paul Dupuis, Robert Beatty, Simone Signoret and Jack Warner. Produced by Michael Balcon.

"Fame Is the Spur," with Michael Redgrave, Rosamund John, Bernard Miles, Carla Lehmann and Sir Seymour Hicks. Produced by the Boulting Bros. from the best-seller by Howard Spring.

"Master of Bankdam," with Anne Crawford, Dennis Price, Tim Walls, Nancy Price, Jimmy Hanley and Patrick Holt.

"Vice Versa," with Roger Livesey and Kay Walsh. Directed by Peter Ustinov.

"The Broken Journey," with Margot Grahame, Derek Bond,

Andrew Crawford, Sonja Holm and Raymond Huntley. A Sydney Box production.

"Holiday Camp," with Flora Robson, Dennis Price, Hazel Court, Jack Warner, Yvonne Owen and Kathleen Harrison. Produced by Sydney Box.

"Good Time Girl," with Jean Kent, Dennis Price, Flora Robson, Herbert Lom, Peter Glenville, Bonar Colleano, Jr., and Griffith Jones. Produced by Sydney Box.

"Easy Money," with Jean Kent, Dennis Price and Jack Warner. Produced by Sydney Box.

"The Calendar," with Greta Gynt, John McCallum and Sonia Holm. Produced by Sydney Box from Edgar Wallace's famous story of the turf.

"Corridor of Mirrors," with Eric Portman, Edna Rommey and Barabara Mullen.

"Eureka Stockade," with Chips Rafferty and Jane Barret. A story of the Australian gold rush in the 1870's made by Michael Balcon and Harry Watt.

"Mark of Cain," with Sally Gray, Eric Portman, Dermot Walsh, Patrick Holt and Dennis O'Dea.

"Miranda," with John McCallum, Googie Withers, Glynis Johns and Griffith Jones. Produced by Betty Box.

"It Always Rains on Sunday," with John McCallum, Googie Withers, Jack Warner, Susan Shaw and Jimmy Hanley. Produced by Michael Balcon.

"Street Paved With Water," cast details not yet announced. Produced by Sydney Box.

Quebec Allied Holds Annual Meeting

(Continued from Page 1)

to discuss the tax and other matters, among them censorship and public safety. The business sessions were held during the day and the convention concluded with a dinner at which officers of the organization and guests addressed those present.

J. Arthur Hirsch was elected president for the coming term. Others officers are George Ganet-akos, first vice-president; Edouard Gauthier, second vice-president; Charles Bourassa, secretary; and William Lester, treasurer. With the exception of Bourassa, who succeeded the late Eugene Beaulac, the officers are the same as during the past year.

Chief guest speaker was Daniel Johnson, MLA, who represented Premier Maurice L. Duplessis. Johnson, a member of the censor board, said that the government desired to co-operate with the industry both in measures of security and public morals. The industry, he added, should be careful in its choice of films, so that

these might elevate rather than corrupt public morals. "We must bring only the best films to show to the people of Quebec," Johnson stated.

He also declared that the production of Canadian films should be supported.

Leon Bamberger, RKO representative from New York, appealed to exhibitors and distributors to exercise renewed vigor in bringing films to the attention of the public. "We can all gain only if the public supports us," he said. "Therefore we must all do our part in selling films to the public and raising standards in the industry."

Other speakers were the Honorable J. Earl Lawson, KC, managing director of Odeon Theatres of Canada; Morris Stein, Eastern Division manager for Famous Players, who represented the Motion Picture Theatres Association of Ontario; Leo Devaney, Canadian general manager for RKO; and Alban Janin, France-Film.



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 WHOLE SHOW.

BUT IF YOU GET A
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 ENJOY THE KIND OF
 MOVIE THAT LEAVES A
 CLEAN TASTE IN YOUR
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— HELEN ALLEN, *Toronto Evening Telegram*, Oct. 30, 1947.

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